

St. Louis Heart

Center

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## Navigating Change in the Health Care Universe

### Achieving Meaningful Use and Preparing for What's Next

Join athenahealth for a private dinner at the **Four Seasons Hotel St. Louis** on July 26, and find out how to stay both compliant and profitable during a time of enormous change.

The convergence of Meaningful Use, the Affordable Care Act, and the HIPAA transitions to ANSI 5010 and ICD-10 have swept up physicians in a perfect storm of change. Maneuvering through it all, while keeping your focus on patient care and practice growth, is no easy task. It requires the right combination of cloud-based software, networked knowledge, back-office services, and a partner invested in your ongoing success.

At this July 26<sup>th</sup> dinner event, we'll discuss:

- ▶ How to get paid up to \$44,000 for Meaningful Use without adding to your workload—and how athenahealth clients are seeing success and banking their year one incentive checks.
- ▶ How we can minimize disruption with the current ANSI 5010 conversion, and ensure compliance with ICD-10 in October 2013.
- ▶ How our cloud-based model gives us unique insight and visibility into how every practice on our network is performing—allowing us to optimize incentives and enhance your productivity.
- ▶ How we can help drive more revenue from other Pay for Performance programs and accelerate NCQA Patient-Centered Medical Home recognition.

Join our event and leave with a better understanding of the challenges and opportunities ahead, and how athenahealth's cloud-based service model can help you stay profitable through the change.

Join us on July 26<sup>th</sup> at 6:00 p.m.

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There is a better way

**Four Seasons Hotel St. Louis**  
**999 North 2nd Street**  
**St. Louis, MO 63102**

6:00 p.m. Registration, Cocktails  
6:30 p.m. Presentation and Dinner  
7:30 p.m. Questions and Networking

This is a private event by invitation only, seating is limited.

### Register today:

- ▶ Visit [www.athenahealth.com/StLouisMO](http://www.athenahealth.com/StLouisMO)
- ▶ Fax registration form on back
- ▶ E-mail information on form to [seminars@athenahealth.com](mailto:seminars@athenahealth.com)

**EXHIBIT**

**B**

St. Louis Heart Center

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## Dinner Seminar Registration Form

Four Seasons Hotel St. Louis • St. Louis, MO

Thursday, July 26, 2012 • 6 pm

**This complimentary dinner seminar is invitation-only. Seating is limited.**  
**To register to attend, please fax this form to 888.512.8436.**

**Registration Form**

Yes, I plan to attend; please see the information below

Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees: \_\_\_\_\_

Full name: \_\_\_\_\_

Title: \_\_\_\_\_

Practice name: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Specialty: \_\_\_\_\_

Number of physicians in your practice: \_\_\_\_\_

**Additional Attendee Information**

Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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**EXHIBIT B**

Four Seasons Hotel St. Louis • 999 Northland Street • St. Louis, MO 63106  
 To register to attend, return this form by fax to 888.512.8436.

## Dinner Seminar Registration Form

OTM

### Westin Book Cadillac • Detroit, MI Tuesday, June 16, 2015 • 6:00 pm

**This complimentary dinner discussion is invitation-only. Seating is limited.  
To register to attend, please fax this form to 888.512.8436.**

**\*This event is complementary for physicians, office managers, practice administrators and practice owners and by invitation only – not for billing coders. Seating is limited to four attendees per practice.**

#### Registration Form

Yes, I plan to attend; please see the information below  
 Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees \_\_\_\_\_

Full name \_\_\_\_\_

Title \_\_\_\_\_

Practice name \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail address \_\_\_\_\_

Specialty \_\_\_\_\_

Number of physicians in your practice \_\_\_\_\_

#### Additional Attendee Information

Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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# Navigating Change in the Health Care Universe

## ~~St. HC~~ Achieving Meaningful Use and Preparing for What's Next

Join athenahealth for a private dinner at the The Ritz Carlton, St. Louis on April 5, and find out how to stay both compliant and profitable during a time of enormous change.

The convergence of Meaningful Use, the Affordable Care Act, and the HIPAA transitions to ANSI 5010 and ICD-10 have swept up physicians in a perfect storm of change. Maneuvering through it all, while keeping your focus on patient care and practice growth, is no easy task. It requires the right combination of cloud-based software, networked knowledge, back-office services, and a partner invested in your ongoing success.

At this April 5<sup>th</sup> dinner event, we'll discuss:

- How to get paid up to \$44,000 for Meaningful Use without adding to your workload—and how athenahealth clients are seeing success and banking their year one incentive checks.
- How we can minimize disruption with the current ANSI 5010 conversion, and ensure compliance with ICD-10 in October 2013.
- How our cloud-based model gives us unique insight and visibility into how every practice on our network is performing—allowing us to optimize incentives and enhance your productivity.
- How we can help drive more revenue from other Pay for Performance programs and accelerate NCQA Patient-Centered Medical Home recognition.

Join our event and leave with a better understanding of the challenges and opportunities ahead, and how athenahealth's cloud-based service model can help you stay profitable through the change.

Join us on April 5<sup>th</sup> at 6:00 p.m.

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THE CLOUD-BASED MODEL

<sup>89a</sup>  
The Ritz Carlton, St. Louis  
100 Carondelet Plaza  
St. Louis, MO 63105

6:00 p.m. Registration, Cocktails  
6:30 p.m. Presentation and Dinner  
7:30 p.m. Questions and Networking

This is a private event by invitation only, seating is limited.

### Register today:

- Visit [www.athenahost.com/StLouisMO](http://www.athenahost.com/StLouisMO)
- Fax registration form on back
- E-mail information on form to [seminars@athenahost.com](mailto:seminars@athenahost.com)



**EXHIBIT A**

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## Dinner Seminar Registration Form

St. HC

**The Ritz Carlton, St. Louis • St. Louis, MO**  
**Thursday, April 5, 2012 • 6 pm**

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**This complimentary dinner seminar is invitation-only. Seating is limited.**  
**To register to attend, please fax this form to 888.512.8436.**

**Registration Form**

Yes, I plan to attend; please see the information below

Unfortunately, I cannot attend; but I am interested in learning more about athenahealth

Number of attendees: \_\_\_\_\_

Full name: \_\_\_\_\_

Title: \_\_\_\_\_

Practice name: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Specialty: \_\_\_\_\_

Number of physicians in your practice: \_\_\_\_\_

**Additional Attendee Information**

Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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Full Name	Title	Email Address	Phone #
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OR

The Ritz Carlton, St. Louis • 300 Cornelia Street • St. Louis, MO 63105  
 To register to attend, return this form by fax to 888.512.8436.

**EXHIBIT A**